



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/K Rothfus/R/Congress (13160)  
Strategic Media Placement (3469)  
EVERSOLE, WHITNEY  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/K ROTHFUS/R/CON/PA (135258)  
National/Political  
2573/06280544

Invoice 623085  
Inv Date 8/26/2012  
Terms Net 30  
Contract 327131  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43205

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

ROTHFUS 8/16  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:54:59PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	<b>NEWS 530-6P/1</b>							
	Spot	5:30:00PM- 6:00:00	Day, F-1	08/17/12 5:44PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENKR1275H	\$600.00	
2.0	Contract Line Remarks:	<b>NEWS 6-630P/4</b>							
	Spot	5:58:34PM-Channel	Day, F-1	08/17/12 6:28PM (Fr)	00:30	Channel 11 News At 6pm M-F	TVGENKR1275H	\$700.00	
3.0	Contract Line Remarks:	<b>TODAY 7-8A/2</b>							
	Spot	7:00:00AM- 8:00:00	Day, F-1	08/17/12 7:21AM (Fr)	00:30	Today Show	TVGENKR1275H	\$525.00	
4.0	Contract Line Remarks:	<b>NEWS 530-6P/2</b>							
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/21/12 5:53PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENKR1275H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/23/12 5:53PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENKR1275H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/24/12 5:43PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TVGENKR1275H	\$600.00	
5.0	Contract Line Remarks:	<b>TODAY 7-8A/8</b>							
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/21/12 7:21AM (Tu)	00:30	Today Show	TVGENKR1275H	\$525.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/22/12 7:27AM (We)	00:30	Today Show	TVGENKR1275H	\$525.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo, Tu, We, Th, Fr	08/23/12 7:21AM (Th)	00:30	Today Show	TVGENKR1275H	\$525.00	
7.1	Contract Line Remarks:	<b>NEWS 6-630P/5</b>							
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/21/12 6:14PM (Tu)	00:30	Channel 11 News At 6pm M-F	TVGENKR1275H	\$700.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/22/12 6:13PM (We)	00:30	Channel 11 News At 6pm M-F	TVGENKR1275H	\$700.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/23/12 6:12PM (Th)	00:30	Channel 11 News At 6pm M-F	TVGENKR1275H	\$700.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/24/12 6:09PM (Fr)	00:30	Channel 11 News At 6pm M-F	TVGENKR1275H	\$700.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$8,000.00
Commission	(\$1,200.00)
Net Total	\$6,800.00

Total Spots 13